



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

**Contract # 864484**

**Schedule Dates** 10/27/12-10/29/12  
**Advertiser** Crossroads GPS (33741)  
**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - US Senate (1176)  
**Brand** Democrat (Anti) (177520)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** RAMSEY, NOELLE  
**Phone/Fax** (202) 559-6424 /  
**CPE** 12/11/1299  
**Account Types** National/Political PAC - Agency  
**Billing Type** Weekly/Irregular  
**Comments** CROSSROADS GPS :30  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/26/12  
**Last Modified** 10/26/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06398147  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,268.00  
**Net Total** \$46,852.00  
**Sales Tax**

**Norfolk (WVEC) (WVEC)**

By Broadcast Month	Spots	Rate
Oct. 2012	8	\$10,180.00
Nov. 2012	17	\$44,940.00
<b>Grand Total:</b>	<b>25</b>	<b>\$55,120.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	10A- 10:58A (ET)	1	1							1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/26/12
2.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	11P- 11:35P (ET)	1	1							1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	10/26/12
3.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	11:35P- 12:02A (ET)	1	1							1	\$1,920.00	\$1,920.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	10/26/12
4.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	10:58A- 12P (ET)	1	1							1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	THE VIEW	10/26/12
5.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	12:02A- 1:06A (ET)	1	1							1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	JIMMY KIMMEL	10/26/12
6.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	12P- 12:57P (ET)	1	1							1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/26/12
7.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	3P- 3:58P (ET)	1	1							1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/26/12
8.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	3:58P- 4:58P (ET)	1	1							1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/26/12
9.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	4:30A- 4:59A (ET)	1	1							1	\$200.00	\$200.00	Norfolk (WVEC) (WVEC)	430AM NEWS	10/26/12
10.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	4:58P- 5:29P (ET)	1	1							1	\$4,800.00	\$4,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	10/26/12
11.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	5A- 5:58A (ET)	1	1							1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	SAM NEWS	10/26/12
12.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	5:29P- 5:58P (ET)	1	1							1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	NEWS	10/26/12
13.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	5:58A- 7A (ET)	1	1							1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/26/12
14.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	6:58P- 7:28P (ET)	1	1							1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	10/26/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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15.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	7A- 9A (ET)	1	1							1	\$4,000.00	\$4,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/26/12
16.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	7:28P- 7:57P (ET)	1	1							1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	JEOPARDY	10/26/12
17.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	9A- 10A (ET)	1	1							1	\$1,920.00	\$1,920.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	10/26/12
18.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	11:35P- 12:35A (ET)							1		1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)	LAW AND ORDER	10/26/12
19.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	12:35A- 1:30A (ET)							1		1	\$80.00	\$80.00	Norfolk (WVEC) (WVEC)	DA VINCI INQUEST	10/26/12
20.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	5:58A- 8A (ET)							1		1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	NEWS	10/26/12
21.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	11P- 11:35P (ET)								1	1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	10/26/12
22.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	11:35P- 12:35A (ET)								1	1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)	LAW AND ORDER	10/26/12
23.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	12:35A- 1:30A (ET)								1	1	\$80.00	\$80.00	Norfolk (WVEC) (WVEC)	DA VINCI INQ	10/26/12
24.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	6P- 6:30P (ET)								1	1	\$1,920.00	\$1,920.00	Norfolk (WVEC) (WVEC)	NEWS	10/26/12
25.0	Normal Line / SPOT	10/28/12-10/28/12	4	:30	5:58A- 8A (ET)								1	1	\$700.00	\$700.00	Norfolk (WVEC) (WVEC)	NEWS	10/26/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WVEC</span> <span style="font-size: 1.2em; margin-left: 20px;">Norfolk</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">10/26</span>
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I, Michelle Santuoso  
do hereby request station time concerning the following issue:

Crossroads GPS (Grassroots Policy Strategies)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As Ordered					

<b>Total Charges:</b>	\$ 46,852	Net
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This broadcast time will be used by: Crossroads GPS

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes
 ☐ No

#864484

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005  
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

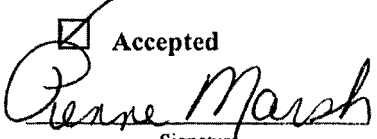
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

5/22/12            703-299-1760  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
      Penne Marsh      NSC  
Signature      Printed Name      Title